



American Icon: Alan Mulally and the Fight to Save Ford Motor Company

Bryce G. Hoffman

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THE INSIDE STORY OF THE EPIC TURNAROUND OF FORD MOTOR COMPANY UNDER THE LEADERSHIP OF CEO ALAN MULALLY.

At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company.

Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world.

American Icon is the compelling, behind-the-scenes account of that epic turnaround. On the verge of collapse, Ford went outside the auto industry and recruited Mulally—the man who had already saved Boeing from the deathblow of 9/11—to lead a sweeping restructuring of a company that had been unable to overcome decades of mismanagement and denial. Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in Dearborn. He also convinced the United Auto Workers to join his fight for the soul of American manufacturing.

Bryce Hoffman reveals the untold story of the covert meetings with UAW leaders that led to a game-changing contract, Bill Ford's battle to hold the Ford family together when many were ready to cash in their stock and write off the company, and the secret alliance with Toyota and Honda that helped prop up the American automotive supply base.

In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry.

Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of *Too Big to Fail* and *The Big Short*, *American Icon* is narrative nonfiction at its vivid and colorful best.

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Playing with family within a park, coming to see the sea world or hanging out with friends is thing that usually you may have done when you have spare time, subsequently why you don't try thing that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love American Icon: Alan Mulally and the Fight to Save Ford Motor Company, you can enjoy both. It is excellent combination right, you still would like to miss it? What kind of hang-out type is it? Oh come on its mind hangout fellas. What? Still don't get it, oh come on its referred to as reading friends.

Mike Hart:

American Icon: Alan Mulally and the Fight to Save Ford Motor Company can be one of your beginner books that are good idea. We all recommend that straight away because this book has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The article author giving his/her effort to place every word into joy arrangement in writing American Icon: Alan Mulally and the Fight to Save Ford Motor Company nevertheless doesn't forget the main level, giving the reader the hottest along with based confirm resource facts that maybe you can be certainly one of it. This great information can certainly drawn you into brand new stage of crucial thinking.

Everette Murray:

The book untitled American Icon: Alan Mulally and the Fight to Save Ford Motor Company contain a lot of information on that. The writer explains your ex idea with easy technique. The language is very clear to see all the people, so do not worry, you can easy to read that. The book was published by famous author. The author brings you in the new period of time of literary works. It is easy to read this book because you can please read on your smart phone, or gadget, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site in addition to order it. Have a nice learn.

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